



# ORDER

Print Date 07/23/12 Page 1 of 4

Flight Dates 07/23/12-07/29/12

Product  
**Flake for Senate**

Agency Com 15%  
Billing Contact

**814 King Street - Suite 400  
Alexandria, VA 22314-3039**

Sales Office EWSDC  
Sales Region NAT  
Agency Ref

Order Sep 00:05:00

Estimate # 723729

Alt Order #

Billing Type Cash

Order Type GENERAL

Billing Cycle EOM/EOC

Billing Calendar BROADCAST

Demographic A25-54

Rev Codes POL POL CAND

Product Codes PL

Priority P-6

Advertiser Ref

Contract / Revision 303333 /

Original Date / Revision  
07/23/12 07/23/12

Advertiser Flake / Republican / US Sena

Agency Smart Media Group

Buying Contact

**814 King Street - Suite 400  
Alexandria, VA 22314-3039**

Primary Account Executive  
Dave Lombardo

Account Executive	Order%	Start Date	End Date
Dave Lombardo	100%		
Tanya Winscott	%		

Order Share % Market Value

Competing Station	% of Order	Amount
CABLE	%	
KASW	%	
KDRX	%	
KPHO	%	
KPNX	%	
KPPX	%	
KSAZ	%	
KTVK	%	
KTVW	%	
KUSK	%	
KUTP	%	
UNKWN	100%	

## Order Totals

Month	# of Spots	Net Amount	Gross Amount	Rating
July 2012	85	\$37,633.75	\$44,275.00	0.00
<b>Totals</b>	<b>85</b>	<b>\$37,633.75</b>	<b>\$44,275.00</b>	<b>0.00</b>

## Billing Plan

Start Date	End Date	# Spots	Net Amount	Gross Amount
06/25/12	07/29/12	85	\$37,633.75	\$44,275.00

														Totals	
Ln	Ch	Start	End	Inventory Code	Break	Start/End Time	Days	Len	Spots	Rate	Pri	Rtg	Type	Spots	Amount
1	KNXV	07/23/12	07/27/12	M-F 430pm-5pm Jeopardy	CM	430pm-5pm	11111--	:30	5	\$450.00	P-3	0.00	NM	5	\$2,250.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>			<u>Spots/Week</u>		<u>Rate</u>			<u>Rating</u>			
Week:		07/23/12	07/29/12	11111--			5		\$450.00			0.00			
2	KNXV	07/29/12	07/29/12	SU 430pm-5pm SU 430pm-5pm	CM	430pm-5pm	-----S	:30	1	\$100.00	P-6	0.00	NM	1	\$100.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>			<u>Spots/Week</u>		<u>Rate</u>			<u>Rating</u>			
Week:		07/23/12	07/29/12	-----S			1		\$100.00			0.00			
3	KNXV	07/24/12	07/26/12		CM	5pm-530pm	-1-1---	:30	2	\$450.00	P-3	0.00	NM	2	\$900.00



Contract / Revision 303333 Flight Dates 07/23/12-07/29/12

Hiatus Dates

Original Date / Revision 07/23/12/ 07/23/12

Order Sep 00:05:00

Advertiser Flake / Republican / US Ser Product Flake for Senate

Estimate # 723729

													Totals		
Ln	Ch	Start	End	Inventory Code	Break	Start/End Time	Days	Len	Spots	Rate	Pri	Rtg Type	Spots	Amount	
				M-F 5pm-530pm											
				M-F 5pm-530pm											
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		07/23/12	07/29/12	-1-1---					2	\$450.00		0.00			
4	KNXV	07/23/12	07/25/12	M-F 6pm-630pm	CM	6pm-630pm	1-1----	:30	2	\$450.00	P-3	0.00 NM	2	\$900.00	
				M-F 6pm-630pm											
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		07/23/12	07/29/12	1-1----					2	\$450.00		0.00			
5	KNXV	07/23/12	07/25/12	M-F 10-1035pm	CM	10pm-1035pm	1-1----	:30	2	\$600.00	P-6	0.00 NM	2	\$1,200.00	
				10pm News											
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		07/23/12	07/29/12	1-1----					2	\$600.00		0.00			
6	KNXV	07/23/12	07/27/12	M-F 630pm-7pm	CM	630pm-7pm	11111--	:30	5	\$500.00	P-6	0.00 NM	5	\$2,500.00	
				M-F 630pm-7pm											
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		07/23/12	07/29/12	11111--					5	\$500.00		0.00			
7	KNXV	07/28/12	07/28/12	SA 630pm-7pm	CM	630pm-7pm	-----S-	:30	1	\$250.00	P-6	0.00 NM	1	\$250.00	
				SA 630pm-7pm											
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		07/23/12	07/29/12	-----S-					1	\$250.00		0.00			
8	KNXV	07/23/12	07/23/12	Monday Prime C	CM	9pm-10pm	M-----	:30	1	\$1,000.00	P-6	0.00 NM	0	\$0.00	
				Monday Prime C											
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		07/23/12	07/29/12	M-----					1	\$1,000.00		0.00			
<u>Spot</u>	<u>Ch</u>	<u>Date Range</u>		<u>Description</u>			<u>Start/End Time</u>	<u>Weekdays</u>	<u>Length</u>	<u>Rate</u>	<u>Rtg</u>	<u>Type</u>			
1	KNXV	07/23/12-07/29/12		Monday Prime C			9pm-10pm	M-----	:30	<del>(\$1,000.00)</del>	0.00	NM			
Credited															
9	KNXV	07/25/12	07/25/12	Wednesday Prime C	CM	9pm-10pm	--W----	:30	2	\$1,000.00	P-6	0.00 NM	2	\$2,000.00	
				Wednesday Prime C											
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		07/23/12	07/29/12	--W----					2	\$1,000.00		0.00			
10	KNXV	07/23/12	07/27/12	M-F 6-7am	CM	6am-7am	22222--	:30	10	\$225.00	P-3	0.00 NM	10	\$2,250.00	
				M-F 6-7am											
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		07/23/12	07/29/12	22222--					10	\$225.00		0.00			
11	KNXV	07/23/12	07/27/12	M-F 7-9am	CM	7am-9am	33333--	:30	15	\$225.00	P-3	0.00 NM	15	\$3,375.00	
				M-F 7-9am											
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		07/23/12	07/29/12	33333--					15	\$225.00		0.00			
12	KNXV	07/23/12	07/27/12	M-F 4pm-430pm	CM	4pm-430pm	11111--	:30	5	\$350.00	P-3	0.00 NM	5	\$1,750.00	
				4PM News											
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		07/23/12	07/29/12	11111--					5	\$350.00		0.00			
13	KNXV	07/23/12	07/27/12	M-F 5pm-530pm	CM	5pm-530pm	1-1-1--	:30	3	\$450.00	P-3	0.00 NM	3	\$1,350.00	
				M-F 5pm-530pm											
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		07/23/12	07/29/12	1-1-1--					3	\$450.00		0.00			
14	KNXV	07/23/12	07/27/12	ABC World News M-F	CM	5:30pm-6:30pm	11111--	:30	5	\$450.00	P-3	0.00 NM	5	\$2,250.00	
				ABC World News M-F	(5:28 PM-5:30 PM)										
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		07/23/12	07/29/12	11111--					5	\$450.00		0.00			



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### Hiatus Dates

Order Sep 00:05:00

Estimate # 723729

														Totals	
Ln	Ch	Start	End	Inventory Code	Break	Start/End Time	Days	Len	Spots	Rate	Pri	Rtg	Type	Spots	Amount
15	KNXV	07/24/12	07/27/12	M-F 6pm-630pm M-F 6pm-630pm	CM	6pm-630pm	-1-11--	:30	3	\$450.00	P-3	0.00	NM	3	\$1,350.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
	Week:	07/23/12	07/29/12	-1-11--		3				\$450.00		0.00			
16	KNXV	07/28/12	07/28/12	Sa 6pm News SA 6pm-630p	CM	6pm-630p	-----S-	:30	1	\$250.00	P-3	0.00	NM	1	\$250.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
	Week:	07/23/12	07/29/12	-----S-		1				\$250.00		0.00			
17	KNXV	07/29/12	07/29/12	Su 5pm News SU 5pm-530pm News	CM	5pm-530pm	-----S	:30	1	\$250.00	P-3	0.00	NM	1	\$250.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
	Week:	07/23/12	07/29/12	-----S		1				\$250.00		0.00			
18	KNXV	07/23/12	07/27/12	M-F 1102pm-1206am Kimmel	CM	1102pm-1206am	11111--	:30	5	\$100.00	P-6	0.00	NM	5	\$500.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
	Week:	07/23/12	07/29/12	11111--		5				\$100.00		0.00			
19	KNXV	07/29/12	07/29/12	SU 1035pm-1105pm ABC15 Sports Sunday	CM	1035pm-1105pm	-----S	:30	1	\$100.00	P-6	0.00	NM	1	\$100.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
	Week:	07/23/12	07/29/12	-----S		1				\$100.00		0.00			
20	KNXV	07/23/12	07/27/12	M-F 1035pm-1102pm Nightline	CM	1035pm-1102pm	11111--	:30	5	\$200.00	P-6	0.00	NM	5	\$1,000.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
	Week:	07/23/12	07/29/12	11111--		5				\$200.00		0.00			
21	KNXV	07/24/12	07/27/12	M-F 10-1035pm 10pm News	CM	10pm-1035pm	-1-11--	:30	3	\$600.00	P-6	0.00	NM	3	\$1,800.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
	Week:	07/23/12	07/29/12	-1-11--		3				\$600.00		0.00			
22	KNXV	07/28/12	07/28/12	SA 10-1035pm 10pm News	CM	10pm-1035pm	-----S-	:30	1	\$250.00	P-6	0.00	NM	1	\$250.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
	Week:	07/23/12	07/29/12	-----S-		1				\$250.00		0.00			
23	KNXV	07/29/12	07/29/12	SU 10-1035pm 10pm News	CM	10pm-1035pm	-----S	:30	1	\$600.00	P-6	0.00	NM	1	\$600.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
	Week:	07/23/12	07/29/12	-----S		1				\$600.00		0.00			
E 24	KNXV	07/24/12	07/24/12	Tuesday Prime C Tuesday Prime C	CM	9pm-10pm	-T-----	:30	1	\$1,100.00	P-6	0.00	NM	1	\$1,100.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
	Week:	07/23/12	07/29/12	-T-----		1				\$1,100.00		0.00			
E 25	KNXV	07/25/12	07/25/12	Wednesday Prime B Wednesday Prime B	CM	8pm-9pm	--W----	:30	1	\$1,500.00	P-6	0.00	NM	1	\$1,500.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
	Week:	07/23/12	07/29/12	--W----		1				\$1,500.00		0.00			
26	KNXV	07/26/12	07/26/12	Thursday Prime B Thursday Prime B	CM	8pm-9pm	---T---	:30	1	\$1,500.00	P-6	0.00	NM	0	\$0.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
	Week:	07/23/12	07/29/12	---T---		1				\$1,500.00		0.00			
	<u>Spot</u>	<u>Ch</u>	<u>Date Range</u>	<u>Description</u>		<u>Start/End Time</u>	<u>Weekdays</u>		<u>Length</u>	<u>Rate</u>	<u>Rtg</u>	<u>Type</u>			
	1	KNXV	07/23/12-07/29/12	Thursday Prime B		8pm-9pm	---Th----		:30	<del>(\$1,500.00)</del>	0.00	NM			
	Credited														



Contract / Revision 303333 Flight Dates 07/23/12-07/29/12

Hiatus Dates

Original Date / Revision 07/23/12/ 07/23/12

Order Sep 00:05:00

Advertiser Flake / Republican / US Ser Product Flake for Senate

Estimate # 723729

														Totals	
Ln	Ch	Start	End	Inventory Code	Break	Start/End Time	Days	Len	Spots	Rate	Pri	Rtg	Type	Spots	Amount
27	KNXV	07/26/12	07/26/12	Thursday Prime C Thursday Prime C	CM	9pm-10pm	---T---	:30	1	\$1,500.00	P-6	0.00	NM	0	\$0.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>	<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>						
Week:		07/23/12	07/29/12	---T---	1		\$1,500.00		0.00						
<u>Spot</u>	<u>Ch</u>	<u>Date Range</u>		<u>Description</u>		<u>Start/End Time</u>	<u>Weekdays</u>	<u>Length</u>		<u>Rate</u>		<u>Rtg</u>	<u>Type</u>		
1	KNXV	07/23/12-07/29/12		Thursday Prime C		9pm-10pm	---Th----	:30		<del>(\$1,500.00)</del>		0.00	NM		
Credited															
28	KNXV	07/27/12	07/27/12	Friday Prime B Primetime	CM	8pm-9pm	----F--	:30	1	\$1,000.00	P-6	0.00	NM	0	\$0.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>	<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>						
Week:		07/23/12	07/29/12	----F--	1		\$1,000.00		0.00						
<u>Spot</u>	<u>Ch</u>	<u>Date Range</u>		<u>Description</u>		<u>Start/End Time</u>	<u>Weekdays</u>	<u>Length</u>		<u>Rate</u>		<u>Rtg</u>	<u>Type</u>		
1	KNXV	07/23/12-07/29/12		Friday Prime B		8pm-9pm	----F----	:30		<del>(\$1,000.00)</del>		0.00	NM		
Credited															
29	KNXV	07/29/12	07/29/12	Sunday Prime 8-10pm Sunday Prime 8-10p	CM	8-10pm	-----S	:30	1	\$1,500.00	P-6	0.00	NM	0	\$0.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>	<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>						
Week:		07/23/12	07/29/12	-----S	1		\$1,500.00		0.00						
<u>Spot</u>	<u>Ch</u>	<u>Date Range</u>		<u>Description</u>		<u>Start/End Time</u>	<u>Weekdays</u>	<u>Length</u>		<u>Rate</u>		<u>Rtg</u>	<u>Type</u>		
1	KNXV	07/23/12-07/29/12		Sunday Prime 8-10pm		8-10pm	-----Su	:30		<del>(\$1,500.00)</del>		0.00	NM		
Credited															
30	KNXV	07/29/12	07/29/12	Sunday Prime B Sunday Prime B	CM	7pm-8pm	-----S	:30	1	\$1,500.00	P-6	0.00	NM	0	\$0.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>	<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>						
Week:		07/23/12	07/29/12	-----S	1		\$1,500.00		0.00						
<u>Spot</u>	<u>Ch</u>	<u>Date Range</u>		<u>Description</u>		<u>Start/End Time</u>	<u>Weekdays</u>	<u>Length</u>		<u>Rate</u>		<u>Rtg</u>	<u>Type</u>		
1	KNXV	07/23/12-07/29/12		Sunday Prime B		7pm-8pm	-----Su	:30		<del>(\$1,500.00)</del>		0.00	NM		
Credited															
31	KNXV	07/27/12	07/27/12	Friday Prime C 20/20	CM	9pm-10pm	----F--	:30	1	\$1,500.00	P-6	0.00	NM	0	\$0.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>	<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>						
Week:		07/23/12	07/29/12	----F--	1		\$1,500.00		0.00						
<u>Spot</u>	<u>Ch</u>	<u>Date Range</u>		<u>Description</u>		<u>Start/End Time</u>	<u>Weekdays</u>	<u>Length</u>		<u>Rate</u>		<u>Rtg</u>	<u>Type</u>		
1	KNXV	07/23/12-07/29/12		Friday Prime C		9pm-10pm	----F----	:30		<del>(\$1,500.00)</del>		0.00	NM		
Credited															
32	KNXV	07/23/12	07/23/12	Monday Prime C Monday Prime C	CM	9pm-10pm	M-----	:30	1	\$3,500.00	P-2	0.00	NM	1	\$3,500.00
MG for In# 8															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>	<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>						
Week:		07/23/12	07/29/12	M-----	1		\$3,500.00		0.00						
33	KNXV	07/26/12	07/26/12	Thursday 7-9pm Thursday 7-9pm	CM	7-9pm	---T---	:30	1	\$5,000.00	P-2	0.00	NM	1	\$5,000.00
MG for In# 26															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>	<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>						
Week:		07/23/12	07/29/12	---T---	1		\$5,000.00		0.00						
34	KNXV	07/29/12	07/29/12	Sunday Prime 8-10pm Sunday Prime 8-10p	CM	8-10pm	-----S	:30	2	\$3,000.00	P-3	0.00	NM	2	\$6,000.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>	<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>						
Week:		07/23/12	07/29/12	-----S	2		\$3,000.00		0.00						

\*Tax 1 Note: Tax 0.5%.

Totals 85 \$44,275.00